



For Immediate Release

Storrs Center Alliance Announces First Tenants for Storrs Center Mixed Use Town Center

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(Mansfield, CT) – The first four commercial tenants have signed leases to open businesses in Storrs Center, a new, mixed-use town center under construction in Mansfield, Connecticut, according to Howard Kaufman, Managing Member of LeylandAlliance LLC, master developer of the project. Mr. Kaufman announced that The Dog Lane Café, Froyoworld, Select Physical Therapy, and Storrs Automotive will be among the first to open in 2012 when the first two buildings are completed next summer.

“These respected businesses represent an excellent start to the leasing of Storrs Center. In just a few short months, residents and visitors alike will be able to enjoy an exciting variety of restaurants, services, and shopping in a true university town atmosphere,” stated Mr. Kaufman. “We appreciate the confidence that our future tenants have placed in us, and we applaud the strong commitment of the Mansfield Downtown Partnership, the Town of Mansfield, the University of Connecticut, and the many businesses and residents who share the vision for Storrs Center.”

The Dog Lane Café will be a new venue to be opened by brothers Barry and Brian Jessurun, owners of the The Vanilla Bean Café located in Pomfret and 85 Main Street in Putnam. Plans for The Dog Lane Café call for a menu similar to that of The Vanilla Bean Café – an American menu with grilled items, salads, sandwiches, and daily specials, with an emphasis on seasonal,

freshly-prepared food. The design will accommodate year-round business with indoor and outdoor patio seating. Barry Jessurun states, “Storrs Center should be an excellent home to The Dog Lane Café, and we are hopeful for a warm welcome from old and new friends. We look forward to greeting residents, students, faculty, and visitors when our new café opens next summer.”

Froyoworld is Connecticut’s first self-serve frozen yogurt lounge, and has a number of locations in the Northeast and Puerto Rico. Froyoworld will feature a rotating array of over forty flavors of non-fat yogurt and dairy free sorbets, twelve of which will be offered daily along with a variety of over 45 toppings. The company’s probiotic frozen yogurt contains live active cultures which helps promote the digestive system while helping consumers stabilize a healthy lifestyle. “Froyoworld’s frozen yogurt is a healthier cold snack or dessert option.” stated Dennis Bok, president of Froyoworld Development of New Haven, Connecticut. “The founders of Froyoworld are University of Connecticut Alumni, and are very excited to expand Froyoworld to Storrs Center. It’s a natural location for our company.”

Storrs Automotive, an automotive repair business now located at 4 Dog Lane in Mansfield, has a long-established presence in Storrs and is the first “relocation” tenant currently in an existing Storrs site to make a firm commitment to the new “Main Street” development. Rene Schein, who has been owner/operator of Storrs Automotive since 1975, is thrilled to be able to continue and expand her business in Storrs Center. “I’m grateful for the community supporting my business for over 36 years and look forward to the future as my company evolves and I have the opportunity to serve an even larger and more diverse community in the new Storrs Center,” said Ms. Schein, who attended the University of Connecticut.

Select Physical Therapy, previously known as Physical Therapy and Sports Medicine Associates, has been providing outpatient physical therapy and sports medicine in Mansfield since 1998 under the direction of Scott Cross, David Hoyle, and Dorinda Miller. Mr. Cross remarked, “We are excited to move into Storrs Center and look forward to continuing our strong presence in the community as a premier provider of sports medicine and physical therapy.” For Select Physical Therapy, the location is key. They have been providing athletic training services for E.O. Smith

High School for almost 10 years, and they offer aquatic based physical therapy at the Mansfield Community Center, both within walking distance of the new downtown.

Macon Toledano, Vice President of Planning and Development for master developer LeylandAlliance stated, “These four leases are just the beginning. We are working with a mix of different types of businesses as we finalize plans for Storrs Center. The lease process continues with a number of businesses that currently have Letters of Intent to be a part of Storrs Center. This includes the UConn Co-op which plans to lease space for a general bookstore in the second phase to open in summer 2013.”

Storrs Center will feature an exciting mix of local, regional, and national businesses to appeal to a broad range of interests and ages. For more information about leasing opportunities, please contact Dan Zelson of Charter Realty and Development at (203) 227-2922 or e-mail him at dan@chartweb.com.

For more information about Storrs Center, visit www.storrscenter.com.

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Storrs Center will be a mixed-use town center and main street corridor at the crossroads of the Town of Mansfield, Connecticut and the University of Connecticut. Located along Storrs Road adjacent to the University, the Town Hall, the regional high school, and the community center, Storrs Center will include a new town square across from the University's fine arts center. The new town center will occupy approximately 17 acres of the overall 47.7 acre site. The remainder of the site will be preserved primarily for open space and conservation. The town center plan will knit thoughtful architecture, pedestrian-oriented streets, and public spaces into a series of small neighborhoods that will make up the new fabric of the town center. Ground floor retail and commercial uses opening onto landscaped sidewalks will reinforce traditional street front activity and will be supported by residences above and shared community spaces. Storrs Center will combine retail, restaurant, and office uses with a variety of residence types, including studios, town homes, condominium apartments, and rental apartments. Structured and surface parking will be provided.

www.storrscenter.com

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